

# Global Strategic Communication

JRSM 7416-S01/S01

Fall 2023

Class Meeting: R 5:30–8:30 p.m.

## Jasper Fessmann, Ph.D.

**Office:** Meeman 330

**Office hours:** Monday, 10 a.m. – 12 p.m.; Tuesday 9 - 11 a.m. & online 4 to 5 p.m.; other hours by appointment. Note: **If you'd like to meet for the office hours listed, please reach out via email prior to dropping by so I can make sure I'm in my office. I'm also available via Zoom outside of the listed office hours upon request.**

**Phone:** 901-678-3095

**Email:** [jcfssmnn@memphis.edu](mailto:jcfssmnn@memphis.edu)

## COURSE REQUIREMENTS

### Catalog description

This class looks at a wide variety of concepts from other courses, including writing, social media usage, research, management, and audience analysis, to understand them in a global context. There is also a critical discussion of strategic communication work, encouraging students to think about a broader variety of responses and reactions. This includes both how to develop an integrated, holistic global communication program, and how to manage such a program.

### Course overview

This course is designed to advance the understanding of visual presentation of quantitative and qualitative data. Students will learn about graphs, alternative story forms, infographics, maps, timelines, and charts as they relate to the goals of journalism and mass communication. Students are required to complete multiple design activities and design projects throughout the semester, as well as a final project. The design activities reinforce principles of the software and teach techniques for creative work. The design projects allow students to work creatively for various applications of graphic design skills. The final project should invoke all skills learned in the course.

### Textbooks, Software and Required Materials

There is NO required textbook. There will be weekly readers and articles to read which will be posted on Canvas.

[Optional] - Recommended supplemental reading: Alaimo, K. (2020). *Pitch, tweet, or engage on the street: How to practice global public relations and strategic communication (2nd Edition)*. Routledge. ISBN: 978-0367188528

### Continuing Reading

Students are expected to regularly read news periodicals (local, national, and international) and communication-related professional and academic journals. Higher levels of professional competence and authority demand awareness of current news events and an applied understanding of how economic, political, and social trends affect the communication

professions.

Suggested resources include, but are not limited to:

- [Institute for Public Relations](#)
- [Arthur W. Page Society](#)
- [Public Relations Society of America \(PRSA\)](#)
  - [PRSA Silver & Bronze Anvil Awards home page](#)
  - [PRSA Volunteer Chapter](#)
- [Council of Public Relations Firms](#)
- [Public Affairs Council](#)
- [Issues Management Council](#)
- [National Investor Relations Institute](#)
- [Global Alliance for Public Relations and Communication Management](#)
- [International Association of Business Communicators](#)
- [International Public Relations Association](#)
- [National Black Public Relations Association](#)
- [Hispanic Public Relations Association](#)
- Public Relations Associations in each country, e.g.,
  - [Public Relations Institute of Southern Africa \(PRISA\)](#)
  - [The Charter Institute of Public Relations in United Kingdom](#)
  - List for other countries: <https://www.ipra.org/history/national-associations/>
- [The Plank Center for Leadership in Public Relations](#)

### Online Course Administration — Canvas

Canvas will be used to administer the course communication, materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms), and grades. For instance, an electronic file of this document is posted on canvas. Please check the site for announcements and/or threads of comments from classmates and the professor.

All correspondence regarding the class needs to be addressed to [jcfssmnn@memphis.edu](mailto:jcfssmnn@memphis.edu). Please **include in any email the class designation JRSM 7416**. During weekdays I will usually respond to emails within 24-48 hours. If you have not received an answer after two days, please resend the email with a note that you are resending it. I will not respond on weekends but will address the concerns the following Monday.

The syllabus is subject to change at the discretion of the professor and needs of the class. Changes will be communicated in class and on Canvas. Make sure that you check your Canvas shell a couple times a week (I recommend Tuesdays and Fridays) to stay up-to-date will announcements and updates.

### Synchronous Class Format (S01)

- Zoom is a web-based video conferencing platform. The link for the Zoom meeting is posted in Canvas.
- This is a graduate seminar with lecture and class discussions. Each week, we will discuss a new topic and I and/or designated classmates will be responsible for presenting the class with ideas for debate from the readings or examples from the field, and critically analyze the week's concepts. Please note that failure to attend class or to actively take

part – even if all your assignments are turned in on time and done acceptably – will significantly affect your final grade. Be sure you have read the material BEFORE class and come prepared to discuss it.

- You need to have video turned on during class. Let me know if this is going to be an issue for you.
- You must have Microsoft Word software. I must be able to open your work to grade it. Work submitted in a software package not noted as acceptable in this syllabus (Microsoft Word) may result in point deductions being assessed to your work.

### Accessing the course website

1. Go to the University of Memphis Canvas login page: <https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. On the Dashboard, click on the course card for JRSM 7416.S01/001.

### GRADING AND COURSE ASSIGNMENTS

This is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on Canvas. Deadlines will be listed on each assignment.

There are a total of 300 points possible in this course. Points will be allocated as follows:

- **12x Class participation** / discussion lead / short presentations worth 10 points each for a total of 120 points.
- **6 Reflection papers** worth 20 points for a total of 120 points.
- **2 Country analysis** worth 30 points for a total of 60 points.

There are 300 total points possible in the course, and the grading scale is as follows:

- A+= 293-300; A= 278-292; A-= 269-277
- B+= 260-268; B= 248-259; B-= 239-247
- C+= 230-238; C= 218-229; C-= 209-217
- D+= 200-108; D= 179-199; F= 0-178

### Class participation / short presentations (12x 10 points)

You are expected to have read all the material prior to the beginning of the class and be prepared to engage in meaningful discussions on the topic: Most weeks you will be individually assigned either a) a specific academic article from the readings that you will lead the discussions on in class or b) a specific country from the region we will be looking at that week to do some research on your own and give a short presentation on. Note: This part cannot be made up if you miss it for any reason. However, I will provide all of you with extra credit opportunities throughout the semester which may allow you to make up some of the points lost.

### Reflection Papers (6x 20 points)

A reflection paper requires you to write your opinion on a topic, supporting it with your observations and personal examples. As opposed to presenting your reader the opinions of other academics and writers, in this essay you get an opportunity to write your point of view. It is YOUR opinion, and it is your job to express your thoughts in a manner that will be comprehensible and clear for all readers that will read your paper. For our class, you need to summarize and discuss the last two units/weeks and reflect on what you have learned about global strategic communications. The key here is that I want to see how the lectures have changed your

perspectives on as well as showing me clearly that you paid attention.

### **Country Analyses (2x 30 points)**

You are required to do two country analyses. Each will be done in PowerPoint. You are required to include in each at least one good video (short) that helps you make your points (more are better). Details and examples will be provided. For each country analysis, you will pick one of the countries in the regions we will discuss and analyze that country using the tools we will have discussed in the first part (such as Hofstede, Circus of Cultures, Country Analysis Checklist, etc.). Basically, your task is to brief Senior Management on the challenges (risks) and opportunities the country your report on presents for opening an PR office or run a major PR campaign in that country. You would be given 5-10 minutes to present.

### **Assignment Guidelines**

- Use 12pt. Times New Roman font. Pages should have 1-inch margins all around. No bold or italicized type should dominate the page. Tabs should be no more than 1/4".
- Write in business-communication style. Do not use first-person unless the assignment specifically asks for your perspective and avoid passive voice when possible.
- When you use sources use APA citation and reference style.
- Proofread and spell check your paper before turning it in. Be sure to watch out for grammar and spelling errors. As writing is a critical public relations skill, points will be deducted for submissions that are poorly written and contain grammatical and spelling errors.

### ***Due Dates:***

Each writing assignment is due by 11:55 p.m. Central Time [CT] on the listed date (refer to Course Schedule for specific deadlines).

### **Use of Artificial Intelligence (AI) Tools**

You are permitted to use ChatGPT and other AI tools to assist you in gathering information, writing drafts, and revising your writing in this course. However, you are expected to include a disclosure statement at the end of your assignment describing which AI tool you used and how you used it. For example, "ChatGPT was used to draft about 30% of this assignment and to provide revision assistance. AI-produced content was edited for accuracy and style." Be prepared to submit any prompts you used for assistance with your assignment as well as the original ChatGPT output and to be able to explain/show how you fact-checked and improved upon the AI's work.

## **COURSE SCHEDULE**

### **Day 1 - August 31**

Introduction: Defining International and Global Strategic Communication

### **Day 2 - September 7**

The Importance of Cultural Understanding

*First Reflection Paper due by Sunday.*

### **Day 3 - September 14**

Building and Managing Global Teams

Note: Day of Observance - Sept. 6 & Sept. 7 Sri Krishna Jayanti (Hinduism)

#### **Day 4 - September 21**

Global Crisis Communication & Cross-National Conflict Shifting Theory

*Second Reflection Paper due by Sunday.*

Note: Sept. 11 - 18 Paryushan Mahaarva (Jainism); Sept. 15- 17 Rosh Hashanah (Judaism)

#### **Day 5 – September 28**

Corporate (MNC) Global Communication Strategies

#### **Day 6 – October 5**

Transnational Activism & PIC Campaigns

*Third Reflection Paper due by Sunday.*

Note: Sept. 24-25 Yom Kippur (Judaism); Sept. 26-27 Mawlid al-Nabi (Islam); Sept. 29- Oct. 6 Sukkot (Judaism)

#### **Day 7 – October 12**

Global Public Affairs & Diplomacy

Note: Oct 1-7 Golden Week (China); Oct. 6-8 Shemini Atzeret & Simchat Torah (Judaism)

#### **Day 8 – October 19**

The Global Media and Social Networks

*4th Reflection Paper due by Sunday.*

#### **Day 9 – October 26**

The Americas, EU and the British Commonwealth

#### **Day 10 – November 2**

Europe

*5th Reflection Paper due by Sunday.*

Note: Nov. 1 All Saints' Day / Día de Muertos (Catholics), Nov. 5 Daylight Saving Time Ends

#### **Day 11 – November 9**

Asia I: South, Southeast Asia & the Pacific

*First Country Analysis due by Sunday.*

#### **Day 12 – November 16**

Asia II: East Asia - China, Japan and South Korea

*6th Reflection Paper due by Sunday.*

Note: Nov. 12 Diwali / Deepavali (Jainism, Sikhism, Hinduism)

#### **November 23: Thanksgiving Break - No Class**

#### **Day 13 – November 30**

Africa & the Middle East

*Second Country Analysis due by Sunday December 3.*

## NO Final Exam

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

### Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

### Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

### AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

## Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

## Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

## Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

## Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

## Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

## AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

## Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

## Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

## Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

## Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.